

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Patent Application of: |) | Confirmation No. 7476 |
| Ron Hyman Rothman |) | |
| Serial No. 10/681,476 |) | Group Art Unit: 2178 |
| Filed: October 8, 2003 |) | Examiner: David Faber |
| For: METHODS AND SYSTEMS FOR |) | Date: November 12, 2010 |
| PROGRAMMABLY GENERATING |) | |
| ELECTRONIC CREATIVES FOR |) | |
| DISPLAY ON AN ELECTRONIC |) | |
| NETWORK |) | |

AMENDMENT AND RESPONSE

MAIL STOP – AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the final Office Action mailed September 29, 2010, response to which is timely due December 29, 2010, the present response is deemed to be timely filed. Entry of this amendment and response is respectfully requested.

Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks begin on page 21 of this paper.